**Job Title:** Marketing Intern

**Duration:** 6 Months

**Internship overview:**

We are looking for a dynamic and motivated **Marketing Intern** to join our team. This role is an excellent opportunity for students or recent graduates to gain hands-on experience in marketing, advertising, and brand management. The intern will assist in executing marketing campaigns, creating content, analyzing market trends, and supporting the marketing team in day-to-day activities.

**Key Responsibilities:**

**Content Creation & Social Media**

* Assist in developing and managing content for social media, blogs, and websites.
* Create engaging graphics, posts, and videos for various digital platforms.
* Monitor and analyse social media performance metrics.

**Market Research & Analysis**

* Conduct competitor analysis and market research to identify trends and opportunities.
* Gather and analyse consumer insights to improve marketing strategies.
* Support in developing reports and presentations on market data.

**Campaign Execution & Support**

* Assist in planning and executing marketing campaigns, events, and promotions.
* Collaborate with the team to develop email marketing and advertising strategies.
* Support the coordination of influencer and partnership marketing activities.

**Administrative & Team Support**

* Help in organizing and managing marketing materials, documents, and reports.
* Assist with scheduling and coordinating meetings, events, and brainstorming sessions.
* Perform other marketing-related tasks as needed.

**Qualifications:**

**Education:**

Currently pursuing or recently completed a degree in Marketing, Business, Communications, or a related field.

**Skills & Competencies:**

* Strong communication and writing skills.
* Knowledge of social media platforms (Instagram, LinkedIn, Facebook, TikTok, etc.).
* Basic understanding of marketing principles and digital marketing tools.
* Proficiency in Microsoft Office (Word, Excel, PowerPoint) and design tools (Canva, Photoshop is a plus).
* Creativity, attention to detail, and ability to multitask.
* Self-motivated and eager to learn in a fast-paced environment.

**Benefits:**

* Hands-on experience in marketing and brand management.
* Exposure to real-world marketing campaigns and strategies.
* Networking opportunities with industry professionals.
* Potential for a full-time role based on performance.

**Link to apply:**

Apply here: https://my.talentmatch.rw/mydashboard/Internships/